

1. Requested Motion:

Meeting Date: June 6, 2011

Authorize staff to prepare and submit a funding application to the 2011 Arts and Attractions grant cycle for Mound House operations.

Why the action is necessary:

The Town Council directed staff to inform and seek authorization for all external agency funding requests.

What the action accomplishes:

Authorizes Town staff to complete and submit a FY2011 funding request to the Arts & Attractions program by the June 10, 2011 deadline.

2. Agenda:

☒ Consent
☐ Administrative

3. Requirement/Purpose:

☐ Resolution
☐ Ordinance
☒ Other

4. Submitter of Information:

☐ Council
☒ Town Staff
☐ Town Attorney

5. Background:

The Arts and Attractions grant program is a partnership of the Lee County Tourist Development Council (TDC), City of Fort Myers, Lee County Alliance for the Arts, and the Southwest Florida Community Foundation. The purpose of the grant program is to promote and strengthen the Arts, Cultural, and Attractions Industry in Lee County. The maximum grant award is \$25,000. Complete details of the program are provided in the attached 2011 Arts and Attractions Grant Guidelines.

As the Mound House shell mound exhibit and grounds improvements have opened to the public, additional resources are necessary to support operations including software to track memberships, ticketing, programming, merchandise, facility rentals, donations, and special events; brochure distribution services; membership and facility rental promotional materials, and other marketing materials. Grant support of the initial expenditures will reduce increases to the Cultural Resources budget anticipated with facility opening and use. These resources will primarily provide the software necessary to effectively manage program revenue and cultivate supporters to offset additional future operations cost.



Matching funds are not a requirement of grant funding.

6. Alternative Action:

7. Management Recommendations:

Approval

8. Recommended Approval:

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Cultural Resources Director	Town Clerk
						

9. Council Action:

☐ Approved ☐ Denied ☐ Deferred ☐ Other

**CITY OF FORT MYERS
LEE COUNTY TOURIST DEVELOPMENT COUNCIL
SOUTHWEST FLORIDA COMMUNITY FOUNDATION**

2011 ARTS AND ATTRACTIONS GRANT GUIDELINES

Application Deadline: 6/10/11

The Arts and Attractions grant cycle was established in 2004 as a partnership of the Lee County Tourist Development Council, City of Fort Myers, Lee County Alliance for the Arts, and the Southwest Florida Community Foundation to promote and strengthen the Arts, Cultural, and Attractions industry in Lee County.

PURPOSE

- To use existing resources to strengthen the tourist destination of Lee County, especially to encourage repeat visits.
- Provide the financial foundation that will encourage additional and create greater resources for growth in the Lee County Arts, Cultural, and Attractions industry.
- Partner with motivated professionals to maximize the expenditure and ensure a quality return on the community's investment.

TYPES OF GRANTS

Two types of grants will be offered:

- **Marketing and Visitor Enhancement Grants**
These grants provide funds for the year round marketing and advertising needs of arts, cultural, and attractions organizations located in Lee County. All Tourist Development Council funds will be granted in this grant category, and funding for this grant program is contingent upon approval of the TDC and the Board of County Commissioners.
- **Basic Operating Grants**
These grants provide unrestricted funds for the general administration, operations, programs, and capital needs of arts, cultural, and attractions organizations located in Lee County.

ELIGIBILITY

- Nonprofit organizations exempt from Federal income taxes under Section 501(c)3 of the Internal Revenue Code and units of government are eligible [(c)4 and (c)6 agencies are ineligible].
- Applicants must be located in Lee County.



Confirmed in compliance with National Standards for U.S. Community Foundations

Southwest Florida Community Foundation

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- Maximum grant award is \$25,000. The average grant size is \$10,000, and most grants are in the range of \$5,000 to \$15,000.
- Arts and Attractions grants are not reimbursable, and approved projects must be implemented between January and September each year.
- Arts, cultural, and attractions organizations are eligible to apply, and eligible projects must be focused on arts/cultural attractions promotion and/or have arts/culture as their primary mission.
- Eligible organizations must be active participants in marketing initiatives and seminars sponsored by the Lee County Visitor and Convention Bureau.
- Previous year's grant recipients must submit an evaluation report that includes measurements of marketing efforts conducted prior to the submission of their grant application in order to be considered for funding.

REVIEW AND SELECTION PROCESS

- Community Foundation staff reviews all grant proposals for eligibility and may request additional information if needed.
- Applications are then reviewed by the Arts and Attractions Committee, which includes representatives from the Alliance for the Arts, Tourist Development Council, Lee County Visitor and Convention Bureau, and the City of Fort Myers.
- The Committee meets in August and votes on which grants to recommend for funding.
- Grant recommendations are forwarded to the full Southwest Florida Community Foundation Board of Trustees for approval at the September Board meeting; however, funding for the Arts and Attractions Grant Cycle is contingent upon approval of the TDC and the Lee County Board of County Commissioners, and grants are not awarded until funding is approved and received.



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